

**What is claimed is:**

1. An apparatus for self-checkout of non-bar coded items, comprising:

a PLU database;

5 a PLU entry device having a display and a GUI, wherein the GUI provides on the display a predetermined image corresponding to a non-bar coded item, and provides a user with means for selecting the predetermined image of the non-bar coded item, and the PLU entry device supplies a PLU  
10 corresponding to the non-bar coded item selected by the user; and

a processing unit, wherein the processing unit receives and uses the PLU supplied by the PLU entry device to retrieve a price of the selected non-bar coded item from the PLU database.  
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2. The apparatus of claim 1 further comprising a GUI editor, wherein the GUI editor is used to configure the GUI for non-bar coded items.  
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3. The apparatus of claim 1, wherein the processing unit also maintains a list of most frequently sold items, and the image of at least one item on the list is provided on a selected display screen.  
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4. The apparatus of claim 3, wherein the processing unit updates the display screen when the list of most frequently sold items changes.

30 5. The apparatus of claim 1, wherein an image of a generic category of items is provided on the display, and the displayed image of the generic category is selected by the user to view images of respective items in the generic category.  
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6. The apparatus of claim 1, wherein the processing unit maintains for each item a count of a number of units of the item sold within a predetermined period of time.

5           7. The apparatus of claim 1 further comprising  
a scale, wherein the scale generates a weight signal representative of a weight of the non-bar coded item when the non-bar coded item is placed on the scale, and the processing unit retrieves a unit weight price of the non-  
10 bar coded item from the PLU database when the user selects the non-bar coded item and multiplies the unit weight price by the weight of the non-bar coded item to determine the total price of the item.

15           8. The apparatus of claim 1, wherein the display is a touch screen.

          9. The apparatus of claim 8, wherein a graphic keypad also is provided on the display by the GUI.

20           10. The apparatus of claim 1, wherein the PLU database also stores images of the plurality of items.

25           11. A method for self-checkout of non-bar coded items, comprising the steps of:

displaying on a monitor screen predetermined images corresponding to selected non-bar coded items;

providing a GUI for the self-checkout of non-bar coded items, including means for the user to select an item  
30 corresponding to one of the displayed images; and

retrieving a price of the selected item from a PLU database.

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